Nine Dates with Content and Coffee

Date 7: Photos and Visual Identity
What’s the most important part(s) of a publication, from the reader’s perspective?

- Cover
- Inner pages
- Center spread
- Back cover
The Evolution of CUHK Newsletter (2007)
- Secondary materials
- Reports
- Bilingual headlines and texts
- Formal picture
- 「罐頭大笪地」
The Evolution of CUHK Newsletter (2008)
The back of the same issue
- Various announcements
- 「濕貨大笪地」
The Evolution of CUHK Newsletter (2009)
The Evolution of CUHK Newsletter (2010)
The Evolution of CUHK Newsletter (2011)
The Evolution of CUHK Newsletter (2012)
The Evolution of CUHK Newsletter (2013)
Evolution of CUHK Newsletter (2014)
Evolution of CUHK Newsletter (2015)

香港中文大學
The Chinese University of Hong Kong
How to Take Your Picture, or, How to Frame Your Subject
Used to be:
- Standing on Ceremony
Sitting Down to Dine
Candid Moments
Designed photos

道德難題兩面觀──哲學家看生死倫理
The Janus Faces of Moral Dilemmas
How a Philosopher Looks at Ethical Issues in Life or Death
Rule of thirds in photography
Professor Joseph I.Y. Sung has been Vice-Chancellor of CUHK for several months, and so far, a hectic schedule is the norm rather than the exception. One day in November 2005, he treated patients, taught students, gave lectures, received university guests, officiated at a ceremony, and attended an alumni gathering. From dawn to dusk, he balanced between his many roles, but always with zeal and composure.

8:15 am. The Vice-Chancellor cast a towering shadow at the entrance to the CUHK Prince of Wales Medical Centre in the morning light. His doctor’s coat is a reminder of the role by which Hong Kong first knew him, but test not just arrived. He had been at the Prince of Wales Hospital since 7:30 am for a meeting.

He was scheduled to see patients at the medical centre, something he said that was different from his days teaching at the university faculty. “Normal morning, Vice-Chancellor. How are you? You seem so much busier than when you were a professor. Thanks for making time to see me.” A typical greeting as such is a valid proof of patients’ awareness of the many hats the doctor is wearing.

Two Year 5 medical students joined Sung at the clinic. He spoke to the patient in Cantonese and explained the condition to his students in English. At one point, he spent eight minutes explaining the pros and cons of two drugs, as well as the correct dosage and the criteria for choosing one over the other. Then came a patient affected with gastroesophageal reflux, who was facing problems with his bile reflux through his gastric and had been brought under control. Sung offered him two options: use the dosage or try a new drug, and explained the pharmacological basis, efficacy and side effects of the new drug, and posed a few questions to the students. On the basis of this wealth of information, the patient decided to try the new drug.
Or, empty shot

One Doesn’t Get Tired Watching the Blue Sky
We Don’t Get Tired Keeping It That Way
The Allure of the Human Face

From the very beginning of *Time*, history had a human face.
Henry Luce and Briton Hadden created the magazine based on the principle that the forces of history were better understood through individuals....For many years, the cover, always with a newsmaker’s portrait or photograph, reflected this principle.
The TIME 100
National University of Singapore Annual Report

Change Reaction
CUHK Newsletter
Janet Chow: We can all be donors (p. 8)
Fermi Fang: Post-90s can be tough too (p. 8)
Visual Identity

*Time*s covers – portraits of history
CUHK 50th Anniversary Commemorative Publications
Publication Templates

Newsletters (1)

Posters (1)

Brochures (1)
Publication templates available at ISO website: